

**Abstract**

The invention relates to a heat-activable pressure-sensitive adhesive. Provision is made for this heat-activable pressure-sensitive adhesive to comprise a polymer or copolymer  
5 formed from a monomer composition comprising at least 50% by weight of a compound of the formula  $\text{CH}_2=\text{CH}(\text{R}_1)(\text{COOR}_2)$ , wherein  $\text{R}_1$  represents H or  $\text{CH}_3$  and  $\text{R}_2$  represents H or an alkyl chain having 1 to 30 carbon atoms, the polymer or copolymer having

10 a static glass transition temperature of  $-10^\circ\text{C}$  to  $120^\circ\text{C}$ ;

a temperature activation range of  $15^\circ\text{C}$  or less; and

a molecular weight distribution  $M_w/M_n$  of 2.5 or less.